

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
LOUISIANA	4,219,973	4,468,976	4,486,970	4,522,470
MEDIAN AGE (YRS)	----	34.0	34.7	35.4
HISPANICS (ANY RACE)	-----	111,055	117,712	1,739
STATE'S PERCENTAGE		2.49%	2.62%	0.04%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	2,856,161	2,849,857	2,858,949
STATE'S PERCENTAGE	63.91	63.51	63.22
MEDIAN AGE (YRS)	37.0	37.9	39.2
BLACK/AFRICAN-AMERICAN	1,451,944	1,467,862	1,479,570
STATE'S PERCENTAGE	32.49	32.71	32.72
MEDIAN AGE (YRS)	28.2	28.7	29.7
AMERICAN INDIAN/NATIVE	25,477	27,227	30,061
STATE'S PERCENTAGE	0.57	0.61	0.66
MEDIAN AGE (YRS)	29.2	29.1	29.4
ASIAN	54,758	57,677	62,198
STATE'S PERCENTAGE	1.23	1.29	1.38
MEDIAN AGE (YRS)	30.3	30.9	32.1
HAWAII/PACIFIC ISLANDER	1,240	1,267	1,437
STATE'S PERCENTAGE	0.03	0.03	0.03
MEDIAN AGE (YRS)	29.1	29.5	29.8
OTHER	31,131	33,481	37,213
STATE'S PERCENTAGE	0.70	0.75	0.82
MEDIAN AGE (YRS)	26.6	26.8	27.2

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	1,144,472	1,114,642
SUBURBAN	2,094,732	2,139,908
RURAL	1,247,766	1,267,920

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$36,225	-----	
PER CAPITA	\$18,920	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$58,411,687,000	\$72,070,040,000	23.38%
FOOD AT HOME TOTAL	\$7,526,876,700	\$8,420,907,600	11.88%
FOOD AWAY FROM HOME TOTAL	\$5,988,673,500	\$7,326,805,200	22.34%
FOOD AS % OF TOTAL EXPENDITURES	23.14%	21.85%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$1,638,532,500	\$1,845,226,400	12.61%
FISH & SEAFOOD PRODUCTS	\$144,738,100	\$161,525,800	11.60%
FRUITS & VEGETABLES	\$821,587,500	\$904,081,800	10.04%
DAIRY PRODUCTS	\$793,416,000	\$884,524,200	11.48%
BAKERY PRODUCTS	\$786,598,200	\$853,084,300	8.45%
CEREALS & PRODUCTS	\$409,092,200	\$466,783,100	14.10%
PREPARED FOODS	\$1,185,416,300	\$1,337,398,300	12.82%
JUICES	\$201,108,300	\$223,166,600	10.97%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$435,342,500	\$589,232,000	35.35%
FAST FOOD	\$208,242,200	\$273,051,400	31.12%
FULL SERVICE	\$227,100,300	\$316,180,600	39.23%
LUNCH	\$1,515,887,400	\$1,844,576,300	21.68%
FAST FOOD	\$975,524,700	\$1,156,584,200	18.56%
FULL SERVICE	\$540,362,700	\$687,992,100	27.32%
DINNER	\$2,134,367,900	\$2,664,430,800	24.83%
FAST FOOD	\$949,467,000	\$1,130,191,900	19.03%
FULL SERVICE	\$1,184,900,900	\$1,534,238,900	29.48%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$972	\$1,062	9.26%
POULTRY	\$286	\$313	9.44%
EGGS	\$47	\$49	4.26%
FISH & SEAFOOD			
FRESH	\$43	\$45	4.65%
FROZEN	\$27	\$32	18.52%
CANNED	\$16	\$16	0.00%
FRUITS / VEGETABLES			
FRESH	\$316	\$340	7.59%
CANNED	\$87	\$97	11.49%
FROZEN	\$61	\$62	1.64%
OTHER	\$23	\$21	-8.70%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$149	\$159	6.71%
CHEESE	\$120	\$125	4.17%
ICE CREAM	\$79	\$85	7.59%
BUTTER / MARGARINE	\$37	\$44	18.92%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$361	\$381	5.54%
COOKIES	\$69	\$72	4.35%
CRACKERS	\$37	\$38	2.70%
CEREALS & PRODUCTS			
CEREALS	\$134	\$141	5.22%
PASTA PRODUCTS	\$41	\$48	17.07%
FLOUR & MIXES	\$41	\$49	19.51%
RICE	\$26	\$31	19.23%
PREPARED FOODS			
SNACKS/CHIPS	\$115	\$132	14.78%
JUICES	\$119	\$128	7.56%
FROZEN/PREP. OTHER	\$88	\$102	15.91%
SOUPS	\$55	\$64	16.36%
SAUCES & GRAVIES	\$57	\$56	-1.75%
BABY FOOD	\$48	\$51	6.25%
FROZEN MEALS	\$41	\$47	14.63%
NUTS	\$28	\$30	7.14%
SALADS	\$22	\$26	18.18%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch